



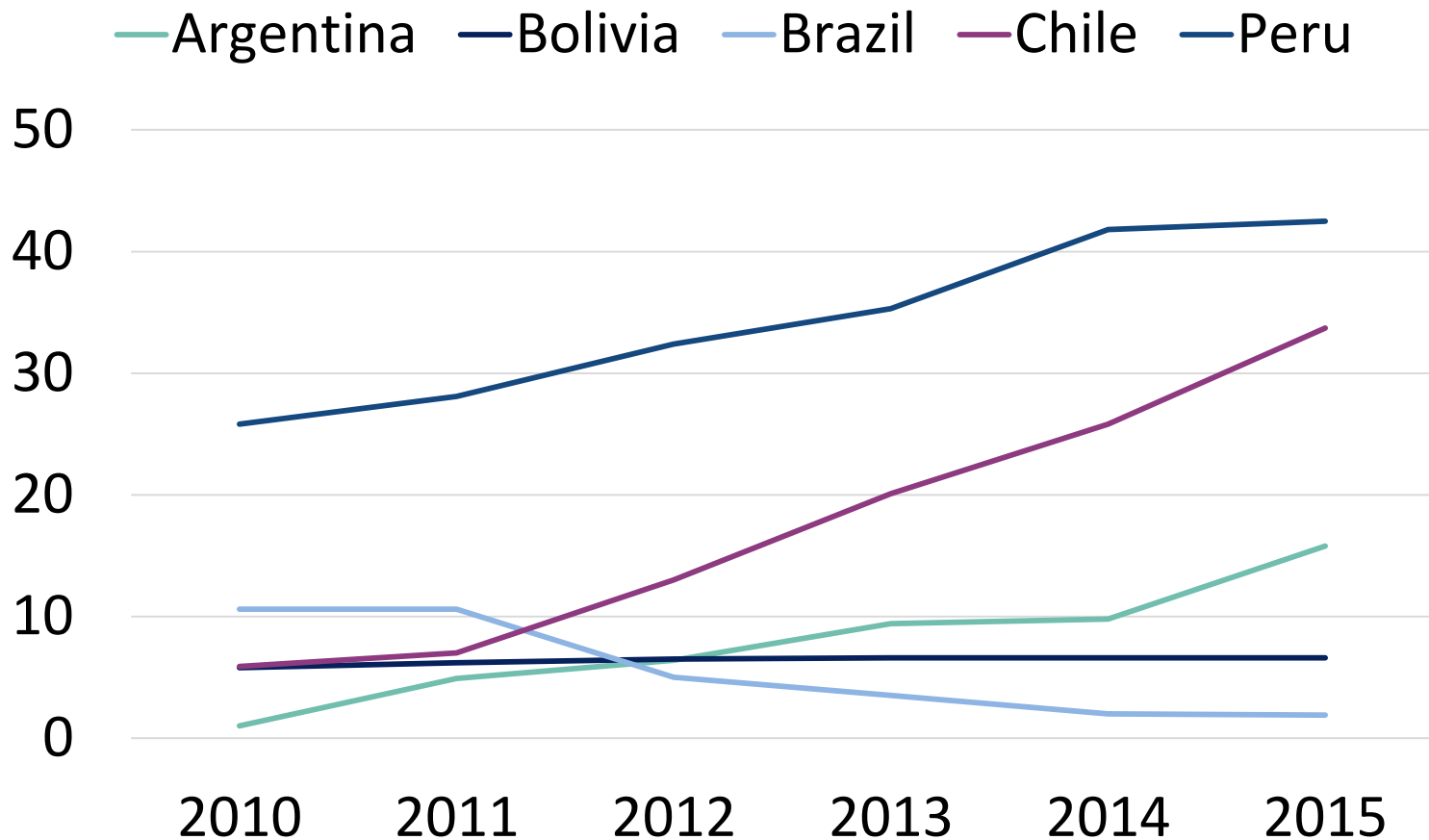
**“Sabor que Mata”
POS Marketing of Flavored
Cigarettes in 5 Latin American
Countries**

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Market Trends

Retail Volume % of Cigarettes with Flavor Capsules and Cigarettes with Menthol (2010-2015)¹



Flavored Cigarettes



Study Purpose



To document the availability and marketing of flavored cigarettes at retailers near schools in: Buenos Aires, La Paz, Rio de Janeiro, Santiago, and Lima.

- A partnership with CTFK, and local partners: FIC Argentina, FIC Bolivia, ACT (Brazil), EPES (Chile), and COLAT (Peru)



COLAT - PERÚ



Key Terms and Definitions

Term	Definition
Cigarrillo con sabor de tabaco	Los cigarrillos que NO incluyen, en algún lugar del paquete o de los medios de comercialización, lenguaje o imágenes que implican un sabor caracterizante (como mentol o chocolate) que cambia el sabor del tabaco de una manera que es perceptible por el fumador.
Cigarrillo saborizado	Cigarrillos que incluyen, en algún lugar del paquete o de los medios de comercialización, lenguaje o imágenes que implican la presencia de sustancias (como el mentol o chocolate) que cambian el sabor del tabaco, o que implican que el sabor del tabaco difiere de alguna manera del cigarrillos con sabor de tabaco.
Descriptores de sabor no-convencionales	Términos o imágenes que no corresponden a un sabor típicamente reconocible, e incluyen: descriptores de color léxico (Indigo), descriptores que indican un sabor fresco o frío (Freeze, Ice), descriptores tecnológicos (Click On), descriptores de cambio de sabor (Activate Double), y descriptores alfanuméricos (MX12).



Types of Marketing

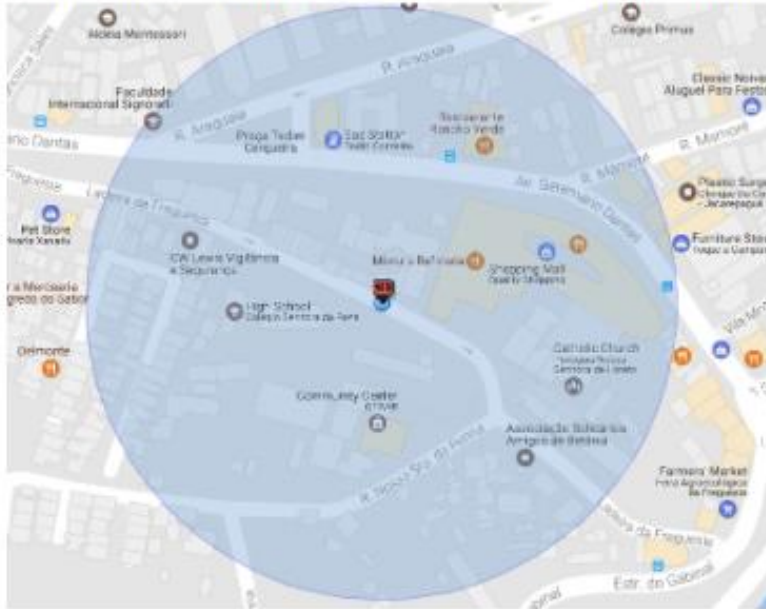


Types of Marketing



Methods

100 ESCOLA MUNICIPAL PAROQUIAL NOSSA SENHORA DO LORETO Ladeira da Freguesia, s/n 22760-090 Freguesia
PURCHASE PACKS FROM THE SECOND TOBACCO RETAILER YOU VISIT



Radius varied between 100-250 meters

BOL_flav2

1 - Antes de entrar al punto de venta: >

2 - Fecha: No Answer >

3 - Localidad: No Answer >

4 - Código de la escuela (ve el mapa de la zona escolar): No Answer >

5 - Código del PDV (ve la lista de direcciones): No Answer >

6 - Dirección del punto de venta: No Answer >

7 - Como se clasifica este punto de venta? No Answer >

8 - En el punto de venta: >

9 - Este punto de venta se vende cigarrillos? No Answer >

10 - Estas preguntas piden que saques una foto de la exhibición de los cigarrillos, propaganda, y promoción - SI ES POSIBLE. (Observaciones son prioritarias). >

Sample

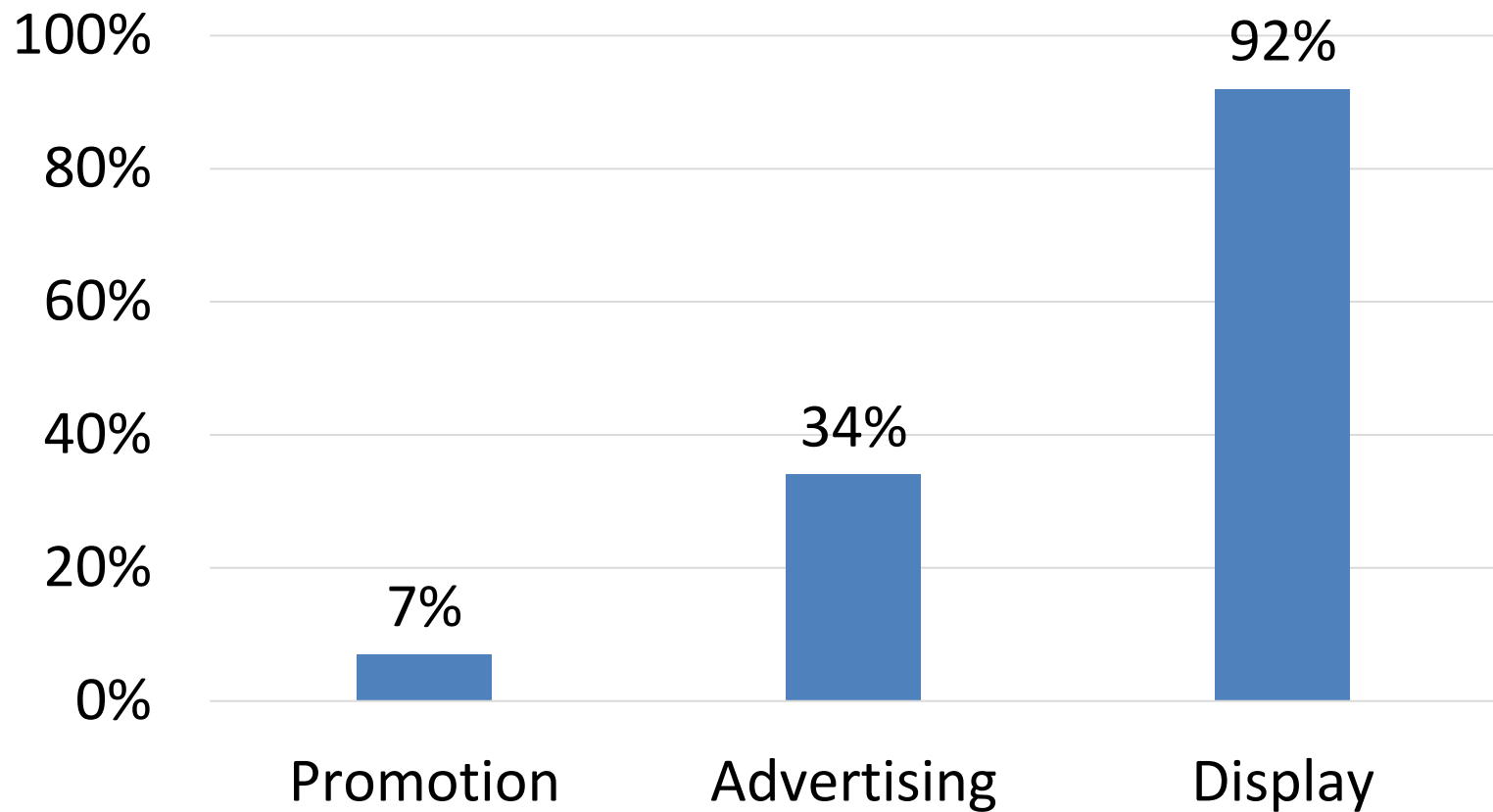
Sample of Schools and Retailers Across Five Countries

	Argentina	Bolivia	Brazil	Chile	Peru	Total
School Sampling Areas Observed	49	51	86	81	43	310
% of School Sampling Areas with Cigarette Retailers	98%	86%	86%	96%	95%	92%
Retailers Identified	308	114	282	372	112	1188
% of Retailers Selling Cigarettes	79%	82%	73%	49%	89%	69%
% of Cigarette Retailers Selling Flavored Cigarettes	86%	77%	99%	85%	95%	85%



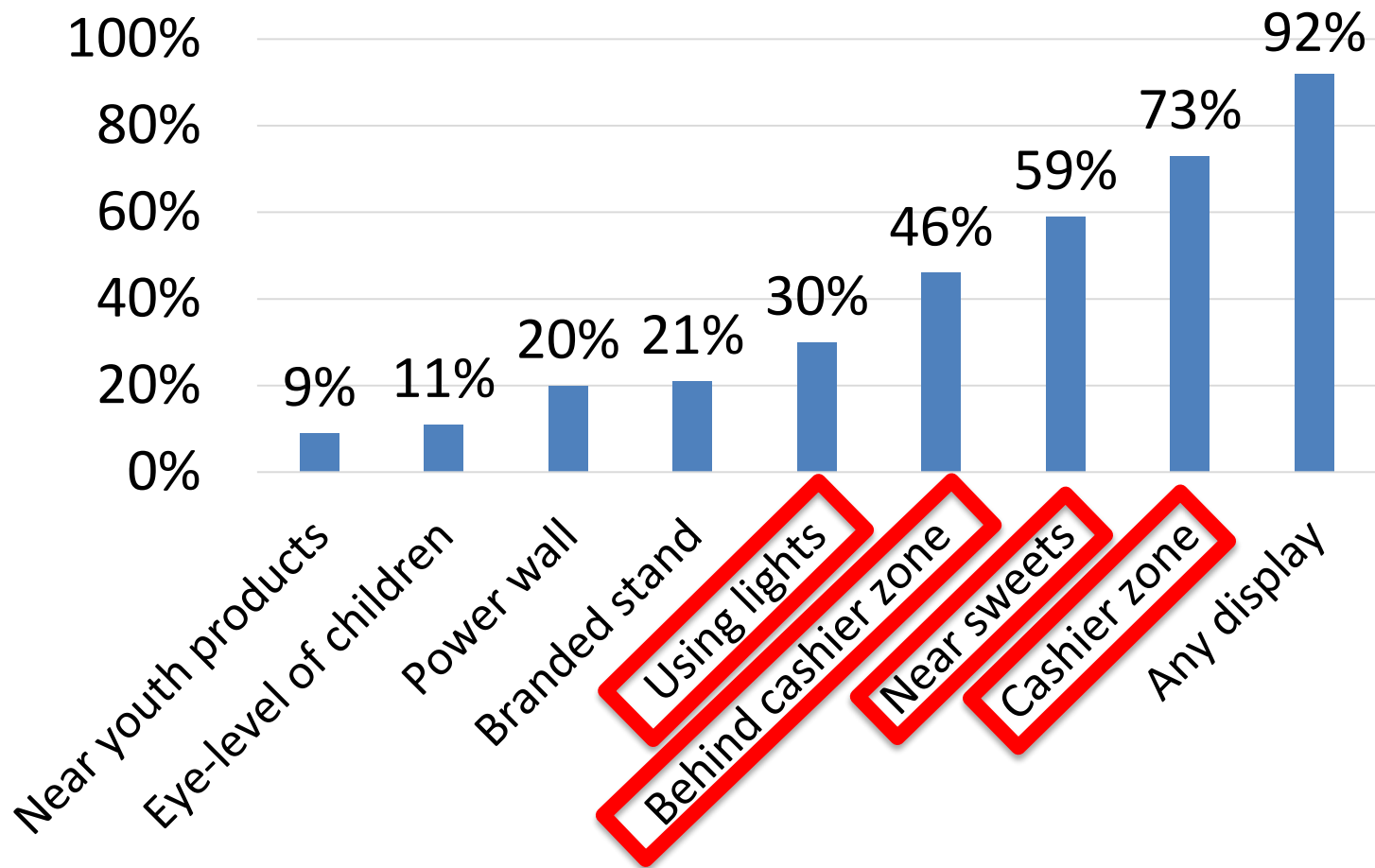
Results

Proportion of retailers with marketing for flavored cigarettes (n=703)



Results

Proportion of retailers displaying cigarettes with menthol and other flavor descriptors (n=703)



Results

Flavor descriptors observed at retailers selling flavored cigarettes (N=703)

	Argentina (n=216)	Bolivia (n=72)	Brazil (n=164)	Chile (n=156)	Peru (n=95)	Total (n=703)
Mint or menthol	63%	64%	97%	92%	39%	74%
Non-conventional	77%	68%	46%	80%	78%	70%
Fruit	3%	8%	16%	20%	7%	11%
Spices or Nuts	1%	50%	3%	0%	5%	7%
Alcohol	6%	0%	0%	6%	0%	3%
Sweets	0%	1%	1%	0%	0%	0%



Flavor Descriptors



Non-conventional: “fusion blast”



Flavor Descriptors



**Non-conventional (cool, fresh, chill
AND technological): “FREEZE”,
“PRESS & ENJOY”**



Flavor Descriptors



Non-conventional (flavor change):
“SWITCH”



Conclusions



- Flavored cigarettes were frequently displayed at the POS
- Non-conventional descriptors and menthol were common
- Price lists can be used as advertising



Policy Implications

Flavors appeal to youth,
and partial marketing
bans are ineffective.

Governments should:

1. prohibit flavored cigarettes and;
2. prohibit the marketing and display of all tobacco products in retail outlets.



El informe:
www.tinyurl.com/saborquemata

¡GRACIAS!

La campaña: www.saborquemata.org

References

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